

## PARLIAMENT PARTY ZONE ORIGINAL SURVEY (94516A)

ATTRIBUTE	RESP	% KNOWN
TOTAL	25,895	100.0%

SOURCE

New Name	21,155	81.7%
Existing Name	4,740	18.3%

GENDER

Female	12,248	47.9%
Male	13,332	52.1%
Unknown	315	

AGE

21-24	8,809	34.0%
25-34	11,792	45.5%
35-44	3,232	12.5%
45-54	1,369	5.3%
55-64	402	1.6%
65+	291	1.1%
Unknown	0	

FLAVOR

Menthol	4,390	17.3%
Non-menthol	21,031	82.7%
Unknown	473	

TAR

Full Flavor	5,059	25.0%
Light/Low Tar	12,288	60.7%
Medium	1,369	6.8%
Ultra/Low Tar	1,119	5.5%
Lowest	415	2.0%
Unknown	5,644	

LENGTH

Regular/Kings	19,922	79.8%
Longs/100's	4,917	19.7%
Extra Longs/120's	121	0.5%
Unknown	934	

FILTER

Filter	24,950	97.2%
Non-filter	731	2.8%
Unknown	213	

ATTRIBUTE	RESP	% KNOWN
-----------	------	---------

DURATION

Less than 1 year	117	5.9%
1 - 2 Years	192	9.6%
2 - 3 Years	281	14.1%
3 - 5 Years	320	16.0%
Over 5 Years	1,090	54.5%
Unknown	23,894	

LOYALTY

Buy Elsewhere	750	46.8%
Buy another type	464	28.9%
Wait for restock	25	1.6%
Buy Diff Brand	364	22.7%
Unknown	24,292	

REGULAR BRAND

Marlboro	11,981	46.3%
Parliament	4,936	19.1%
Newport	1,689	6.5%
Camel	1,396	5.4%
Merit	800	3.1%
Virginia Slims	612	2.4%
Winston	558	2.2%
Salem	489	1.9%
Kool	299	1.2%
Benson & Hedges	259	1.0%
Doral	30	0.1%
Other	2,846	11.0%

Profile date 11/29/94

2045573510

# PARLIAMENT PARTY ZONE BOUNCEBACK SURVEY (94516B)

ATTRIBUTE	RESP	% KNOWN
TOTAL	791	100.0%

SOURCE

New Name	454	57.4%
Existing Name	337	42.6%

GENDER

Female	510	64.5%
Male	281	35.5%
Unknown	0	

AGE

21-24	233	29.6%
25-34	336	42.6%
35-44	84	10.7%
45-54	86	10.9%
55-64	34	4.3%
65+	15	1.9%
Unknown	3	

FLAVOR

Menthol	85	10.8%
Non-menthol	704	89.2%
Unknown	2	

TAR

Full Flavor	101	14.2%
Light/Low Tar	538	75.8%
Medium	11	1.5%
Ultra/Low Tar	57	8.0%
Lowest	3	0.4%
Unknown	81	

LENGTH

Regular/Kings	578	74.1%
Longs/100's	194	24.9%
Extra Longs/120's	8	1.0%
Unknown	11	

FILTER

Filter	781	99.6%
Non-filter	3	0.4%
Unknown	7	

ATTRIBUTE	RESP	% KNOWN
-----------	------	------------

DURATION

Less than 1 year	63	8.0%
1 - 2 Years	78	9.9%
2 - 3 Years	114	14.5%
3 - 5 Years	146	18.6%
Over 5 Years	386	49.0%
Unknown	4	

LOYALTY

Buy Elsewhere	299	38.7%
Buy another type	194	25.1%
Wait for restock	6	0.8%
Buy Diff Brand	273	35.4%
Unknown	19	

REGULAR BRAND

Parliament	340	43.0%
Marlboro	264	33.4%
Newport	35	4.4%
Virginia Slims	23	2.9%
Merit	19	2.4%
Camel	16	2.0%
Winston	12	1.5%
Salem	12	1.5%
Benson & Hedges	11	1.4%
Kool	4	0.5%
Doral	2	0.3%
Other	53	6.7%

2045573511

Profile date 11/29/94

**PARLIAMENT PARTY ZONE RETAIL SURVEY (94518)**

<u>ATTRIBUTE</u>	<u>RESP</u>	<u>%</u> <u>KNOWN</u>
TOTAL	2,491	100.0%

**SOURCE**

New Name	1,693	68.0%
Existing Name	798	32.0%

**GENDER**

Female	1,080	43.6%
Male	1,397	56.4%
Unknown	14	

**AGE**

21-24	434	17.9%
25-34	754	31.1%
35-44	610	25.2%
45-54	374	15.4%
55-64	162	6.7%
65+	89	3.7%
Unknown	68	

**FLAVOR**

Menthol	506	28.8%
Non-menthol	1,251	71.2%
Unknown	669	

**TAR**

Full Flavor	701	37.1%
Light/Low Tar	796	42.2%
Medium	89	4.7%
Ultra/Low Tar	264	14.0%
Lowest	37	2.0%
Unknown	539	

**LENGTH**

Regular/Kings	934	66.1%
Longs/100's	453	32.1%
Extra Longs/120's	25	1.8%
Unknown	1,014	

**FILTER**

Filter	2,299	98.3%
Non-filter	39	1.7%
Unknown	88	

<u>ATTRIBUTE</u>	<u>RESP</u>	<u>%</u> <u>KNOWN</u>
------------------	-------------	--------------------------

**DURATION**

Less than 1 year	183	7.8%
1 - 2 Years	266	11.4%
2 - 3 Years	524	22.4%
3 - 5 Years	254	10.9%
Over 5 Years	1,111	47.5%
Unknown	88	

**LOYALTY**

Buy Elsewhere	1,194	49.5%
Buy another type	625	25.9%
Wait for restock	77	3.2%
Buy Diff Brand	515	21.4%
Unknown	80	

**REGULAR BRAND**

Marlboro	946	38.0%
Parliament	386	15.5%
Newport	204	8.2%
Camel	106	4.3%
Salem	89	3.6%
Winston	88	3.5%
Merit	78	3.1%
Kool	75	3.0%
Benson & Hedges	53	2.1%
Doral	20	0.8%
Virginia Slims	8	0.3%
Other	438	17.6%

2045573512

Profile data 11/29/94